

Building Texas Latino Communities through Technology

Texas State Library and Archives Commission

Presented by Susana G. Baumann, Director

LCSWorldwide Language and Multicultural Marketing Communications

October – November 2011

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Building Texas Latino Communities through Technology Series

- **October 18:**
✓ Marketing Technology to Latinos
- **November 1:**
Getting to Know your Latino Communities
- **November 15:**
Planning and Implementing your Computer Programs and Activities
- **November 29:**
Promoting your Computer Programs and Activities

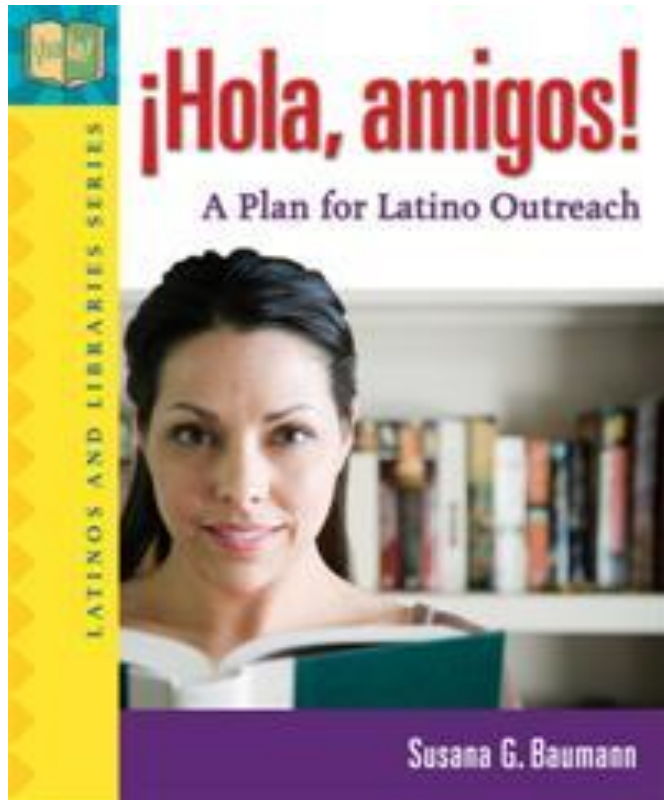


Participate in all four and enter a drawing to win a Kindle Touch!

Follow up activity

1. Each webinar will have a content related follow up activity
2. These activities are optional
3. Dateline to turn in activity is Friday before the following webinar
4. Two-three responses will be selected and commented at the next webinar
5. Participants who turn in all 4 activities will get a double entrance at the drawing!

Exciting 2011!



Greenwood Publishers announce:
¡Hola, amigos! A Plan for Latino Outreach

About.com español /Hispanos
<http://hispanos.about.com/>

A New York Times Group Company

Successful Strategic Partnerships

- **Blogging for la Biblioteca**

Blog de la Biblioteca Ferguson is a Spanish-language library blog created for the Spanish-speaking community of Stamford, CT.

- **Des Plaines Public Library Computer Class**

Find out about the successful program to teach Spanish speakers computer skills at the Des Plaines Public Library in Des Plaines, Illinois.

- **Seattle Public Library's new South Park branch embraces its community**

A multicultural neighborhood with a rich history but faced with crime and poverty provided interesting challenges and opportunities for community involvement.

- **Latino Youth Summit 2006**

The Latino Youth Summit is a yearly event held in Washington, which takes place at a different college each year. Workshops in Spanish and English are held on topics ranging from financial aid, introduction to community college, and other college planning and educational topics.

- **New Carlisle, OH: Cultivating Relationships**

Children's Librarian Maggie Bollar tells the story of an Ohio library's successful efforts to reach out to its Spanish-speaking patrons.

<http://www.webjunction.org/slo-case-studies>

Getting to Know your Latino Communities

Goals of this webinar

- By the end of this webinar, you will:
- Have an overview of Texas Latino communities basic demographics
- Understand the concept of market segments
- Identify and assess market segments in your outreach efforts
- Learn to research Latino behaviors, beliefs and preferences

Getting to Know your Latino Communities



Topics to be developed:

- State of the State of Texas
- Understanding your Latino audience
- Latino market segments
 - Identify your market segments
 - Latino behaviors, beliefs and preferences

State of the State of Texas

Latinos in the State of Texas

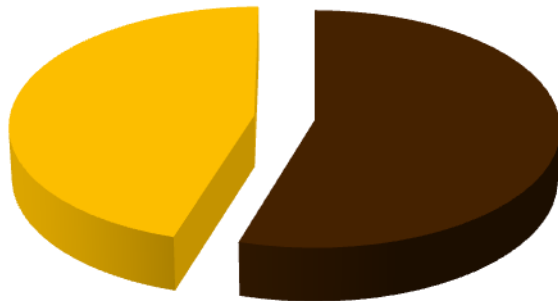
Texas Latino Population

- Texas is home to 9.1 million Latinos
- Texas' Latino population **+** doubled 1990-2010 
- Hispanics (37 %) <> Non-Hispanic Whites 45.3%
- Native-born 69% <> Foreign-born 31% 
 - Mexicans (31%)
 - Central America
 - South America
 - Tejanos (up to 13 generations)

US Census/Pew Hispanic Center, most from the last 5 years –from 2005 to 2010

Texas Latino Population

Hispanics in Texas



■ Non-Hispanic Whites

■ Hispanics

Birth



■ Native-born


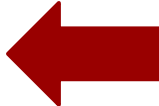
■ Foreign-born

Income


Annual Personal Earnings

■ Hispanics	\$20,000
■ Non-Hispanic Whites	\$35,000
■ Non-Hispanic Blacks	\$24,800

Poverty Levels

■ Hispanics 17 and Younger	35%	
■ Non-Hispanic Whites 17 and Younger	9%	
■ Non-Hispanic Blacks 17 and Younger	31%	
■ Hispanics 18-64	21%	
■ Non-Hispanic Whites 18-64	3%	
■ Non-Hispanic Blacks 18-64	13%	

Texas Latino Workforce

- Latinos compound 1/3 of Texas workforce
- Earn @ 35% less than whites 
 - (\$11.50 average < \$17.90 non-Hispanic whites)
- Larger gap than other states
 - (\$12.42 average < \$17.55 non-Hispanic whites)
- Native-born Latinos earn less than other states
 - (\$12.46 average < \$15.10)

Federal Reserve Bank of Dallas

<http://www.dallasfed.org/fed/annual/2010/ar10b.pdf>

www.lcsworldwide.com

Occupation

Table 3

Texas Latinos Overrepresented in Low-Wage Occupations

Occupation	Relative share of Latino workers
Building and grounds cleaning and maintenance	4.1
Construction and extraction	3.1
Food preparation and serving	2.5
Farming, fishing and forestry	2.2
Production	2.0
Transportation and material moving	1.6
Health care support	1.4
Installation, maintenance and repair	1.1
Personal care and service	1.0
Office and administrative support	.9
Sales and related	.7
Protective services	.7
Community and social services	.6
Education, training and libraries	.5
Arts, design, entertainment, sports	.5
Health care practitioners and technical	.4
Business and financial operations	.4
Management	.4
Legal	.3
Architecture and engineering	.3
Life, physical and social sciences	.3
Computers and mathematical sciences	.2

NOTE: Shown is the ratio of the share of Latinos in a given occupation category to the share of non-Latinos in a given occupation category.

SOURCE: Authors' calculations using 2003–09 Current Population Survey data.

Age and Gender

■ All Hispanics	26
■ Native-Born Hispanics	19
■ Foreign-Born Hispanics	37
■ Non-Hispanic Whites	40
■ Non-Hispanic Blacks	31



■ Male	4,689	3,162 (N)	1,527 (F)
■ Female	4,462	3,129 (N)	1,333 (F)

Education

	ALL	WHITE NON-HISPANICS	BLACK	ALL	NATIVE HISPANICS	FOREIGN
Less than HS	3,094	663	254	2,070	654	1,416
HS diploma or equivalent	3,902	2,037	508	1,220	754	466
Some college	4,432	2,603	613	1,040	758	281
Bachelor's degree or +	3,930	2,722	304	544	363	181

Adult population (over 18) 6.9M HS GAP 2.1M

Hispanics as Percent of All K-12 Students 45%

Language

Federal Reserve Bank of Dallas (2006)

■ Only English Spoken at Home	22%	(1,766,000)
■ Language Other than English Spoken at Home	<u>78%</u>	<u>(6,340,000)</u>
	100%	(8,106,000)

Census 2009

■ Language Other than English Spoken at Home	33.6%
-------------------------------------------------	-------

Language Map Data Center (2000 – 20005)

- http://www.mla.org/map_data

Health Insurance

	ALL Non-Hispanics	Hispanics
■ Insured, all ages	18,777	5,692
■ Uninsured, all ages	6,005	3,459
■ Texas ranks #1 in the nation for the uninsured		
■ Latinos represent 6 in 10 uninsured		

For additional information, visit LA FE POLICY CENTER

<http://www.lafepolicycenter.org/research.html>

Sources and Information

- **Latinos in Texas Earn Less Than Whites**

<http://www.texastribune.org/texas-newspaper/texas-news/latinos-in-texas-earn-less-than-whites/>

- **Reports warn of ripple effects from Texas Latinos' wage gap**

<http://www.chron.com/news/houston-texas/article/Reports-warn-of-ripple-effects-from-Texas-1707239.php>

- **Latinos Are Now Majority of Texas Students**

<http://latino.foxnews.com/latino/lifestyle/2011/03/23/latinos-majority-texas-students/#ixzz1cOaPE3eg>

- **Latinos Share Distinctive Views and Attachment to Heritage**

<http://pewhispanic.org/newsroom/releases/release.php?ReleaseID=4>



Understanding YOUR Latino Audience

Why is this information important?

Hard Facts for Texas

What does this means to Texans (and to YOU)?

■ Growth*

- 2000: 28%
- 2025: 41%
- 2050: +65%

■ Age*

- Under 18 45%
- 18 to 39 39%
- 40 to 64 22%
- 65 + 13%

■ Skill-level*

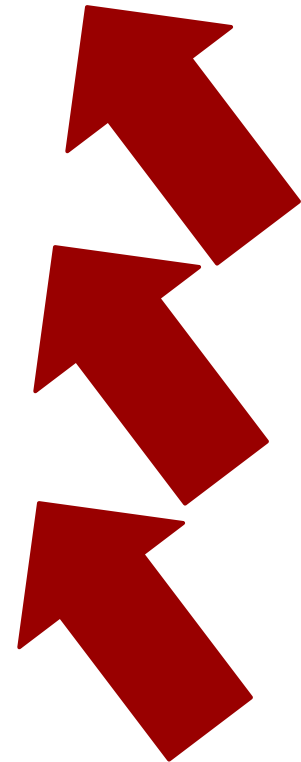
- 13 top occupations require short/moderate “On the Job Training”
- Low income/dead end

■ Income*

- L (37%) earn 25%
- W (45%) earn 52%

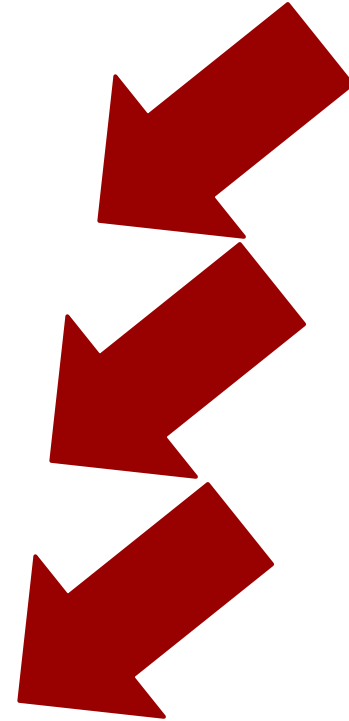
Advantages

- Future labor workforce
- Fast to learn and adapt
- Formal education since inception
- Native- born are majority
- Pay taxes and SS
- First and second generation return



Disadvantages

- Wages tied to Fed
- Low wages pay less
- Poverty drain welfare system
- Lack of health insurance
- Less skilled workforce
- Less competitive workforce



¿Quién podrá defendernos?

Education deficit

Reasons:

1. Need to work
2. Larger families
3. Lower incomes
4. Lack of health insurance
5. Raise children
6. Parents lack of English skills
7. Lack of motivation/information



Increase educational opportunities

1. Degree completion
2. English fluency
3. Access to higher education

Increase employment skills

Increase Internet skills

Increase survival skills

Increasing educational opportunities

School, community colleges, and universities

- Get homework help / GED
- Fill out a college or financial application
- Browse colleges and universities websites
- Find grants and scholarships
- Browse career and vocation sites
- Take or practice a test online
- Take an online class



County of Los Angeles Public Library offers free homework help from a live, online tutor. You can use Live Homework Help from home, school and even the Library.

Increasing employment opportunities

Employment skills

- Résumé writing
- Filling out a job application online
- Browsing job websites
- Browsing government websites
- Learning about your rights at work
- Learning about discrimination at the workplace
- Learning about jobs and required documentation



Elena Lara, the Hispanic Outreach Coordinator @ [Round Lake Area Library](#) in IL is managing a successful computer program in Spanish.

Increasing Internet skills

Social Media and the Internet

- Browse web sites
- Open an e-mail account
- Open a Facebook page
- Open a Twitter account
- Find and print coupons
- Download music, post pictures
- Write a blog
- Design and build a post card



**¡Bienvenidos a la Biblioteca Pública de Des Plaines
en línea!**

Increasing survival skills

Obtaining basic documentation

- Fill out an application
- Take or practice a test online
- Request a birth certificate or other vital statistic documentation
- Register to vote online
- Citizens preparation and practice skills



[USCitizenship and Immigration Services](#)

Teaching Basic Computer Skills

Ratoneando (“Mousing around”)

- Using the mouse, files and folders
- Your own e-mail account
- Searching websites for the family
- Finding electronic resources at the library
- How to buy a computer

The Palm Beach County Library offers a wide variety of computer training at their Main Library and in all their branches. They offer free lecture-based learning classes and hands-on training.

[Clases de Computadoras en Español](#)



Other tasks at hand?

English reading and learning materials

- Using online programs
- Take or practice a test online

Civil rights

- Human and civil rights information
- Voter registration and voting procedures

Physical and Mental Health Literacy

- Physical and mental health and health literacy
- Community and social service programs

Taxes and financial education

International language magazines, and periodicals



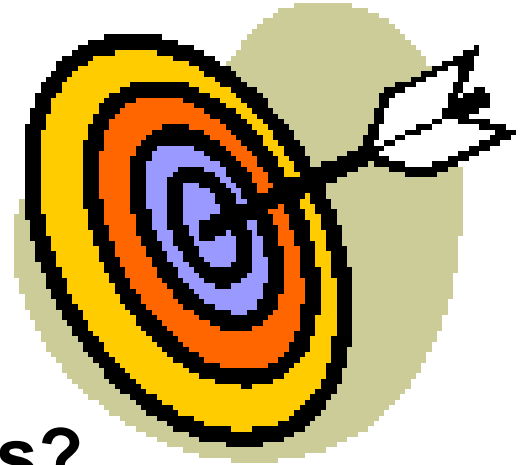
Don't forget!

- **Develop a long-term vision**
 - Classes
 - Follow-up sessions
 - One-on-one assistance and updates
 - On site and online troubleshooting
- **Create sustainable conditions for e-learning**
 - Staff needs to be ready to teach
 - Train them / Make a regular schedule
- **If you do not have Spanish-speaking staff**
 - Ask around for volunteer trainers
 - Empower current Latino patrons
 - Partner with other organizations
 - Target bilingual Latinos

Understanding YOUR Latino audience

How to use demographics

3 Questions marketers ask themselves:



- 1. Who are my potential customers?**
- 2. How can I identify those customers?**
- 3. How can I attract those customers to my services or products?**

Local Characteristics of Latinos



San Antonio 1.3M

Hispanics 63.2 %

Other language spoken 48%

HS graduates 79%

MFI @ 43,000 to 48,000

Dallas 1.2M

Hispanics 42%

Other language spoken 43%

HS graduates 71%

MHI @ 41,000 to 48,000

Austin 790K

Hispanics 35%

Other language spoken 34%

HS graduates 84%

MHI @ 50,000 to 48,000

Houston 2.1M

Hispanics 44%

Other language spoken 44%

HS graduates 74%

MHI @ 42,000 to 48,000

So where should you start?

Collect important information on the community you serve.

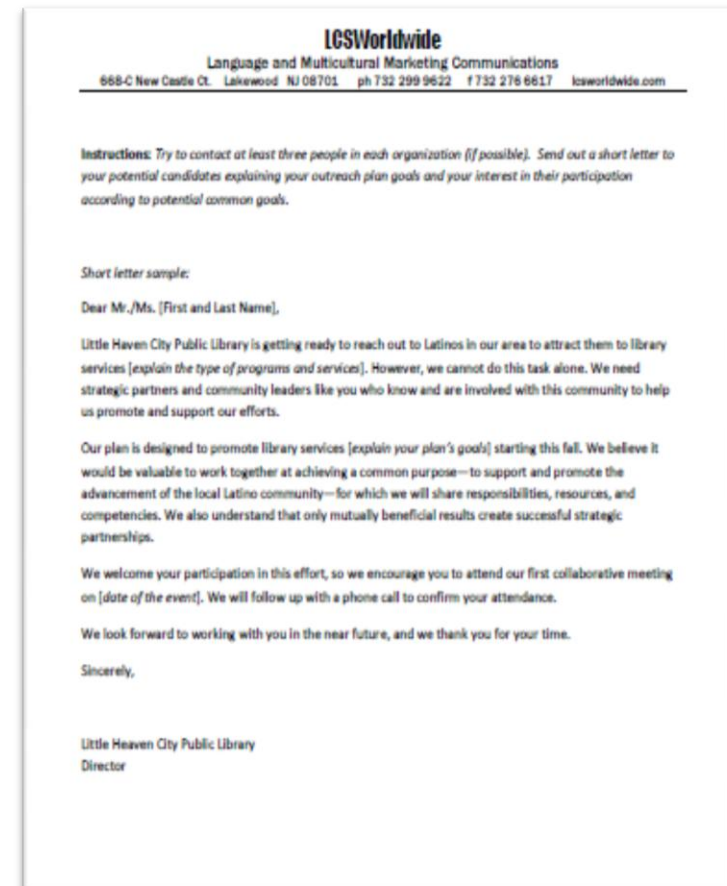
1. Use information sources
2. Use your external resources

1. Use information sources

- Use information available at the library:
 - Government reports
 - Hispanic Chambers of Commerce, professional associations, non-partisan think-tanks
 - Newspapers, magazines and other Latino media (press-kits)
- Reach out to libraries with similar demographics
 - REFORMA (<http://www.reforma.org/index.asp>)
 - Talk to your peers in other states!

2. Use your external resources

- Invite your Latino organizations, Latino leaders and Latino media to be part of your Latino Advisory Board (LAB)
- Talk to your Latino customers, acquaintances, neighbors, and providers
- Organize “informal” focus groups in your library



What if...?

- You do not have Spanish-speaking staff?
- Are short-handed?
- Are a one-person operation?
- Are uncomfortable talking to people?
- Are uncomfortable getting out from behind the shelves?

Your Latino Population Profile

Basic demographics include:

- Countries of origin or national background
 - Age, gender, race and/or ethnicity
 - Levels of education
 - Family composition and marital status
 - Income and occupation
 - Immigration status
 - Time in the United States
-
- Group size is also important!

Start asking questions:

- Who needs to increase employment opportunities?
- Who needs to improve educational opportunities?
- Who is interested in social media?
- Who needs survival skills (documents, DL, etc.)
- Who needs English reading materials?
- (Keep going...)



Define common features:

- Who is interested in increasing employment opportunities?
- Unemployed
- Some who needs to make more money
- Someone who needs to improve labor skills
- Someone who is going back to the labor force
- Recent graduates



Age? Skill Level? Occupation? Education? Gender?



Your Latino Market Segments

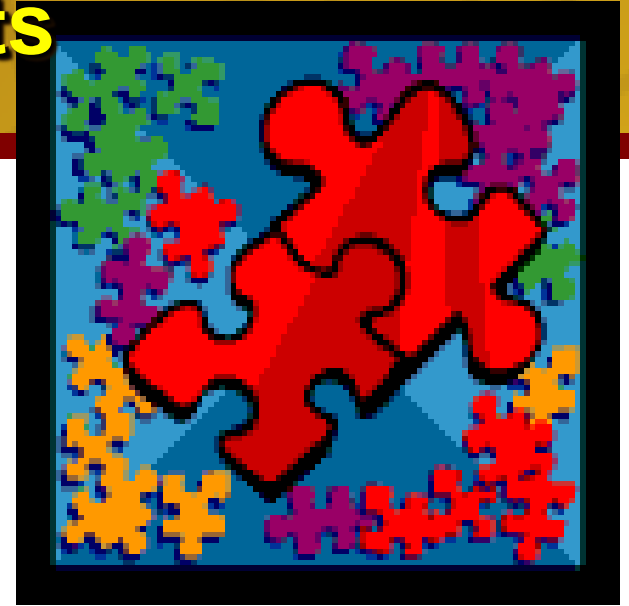
Identify your Segments

Market segments

Reduces your risks of

Marketing the wrong services

Marketing to the wrong people



Market segmentation, market segmentation,
market segmentation!

Market Segments

Service offered:

Basic social media skills

- Browse web sites
- Open an e-mail account
- Open a Facebook page
- Find and print coupons
- Open a Twitter account
- Download music, post pictures
- Write a blog



Similar interest + similar skills level



Your Latino Market Segments

Behaviors, Beliefs and Preferences

Behaviors, Beliefs and Preferences



***Maria decided to take
a basic social media class at the library.***

What class is Maria taking?

Your Competition!

1. Preferred behaviors
2. Regular or routine behaviors
3. Influencers
4. Beliefs about themselves
5. Beliefs about library services

Your competition



NETFLIX



Kindle DX

50% Improved
New Lower Price

Now Shipping

Order now



Shortlist
5 picks to read, watch, and
listen to this week...



only at Border
hardcover

Find Spanish
movies

Your competition



Aceite



Important task!

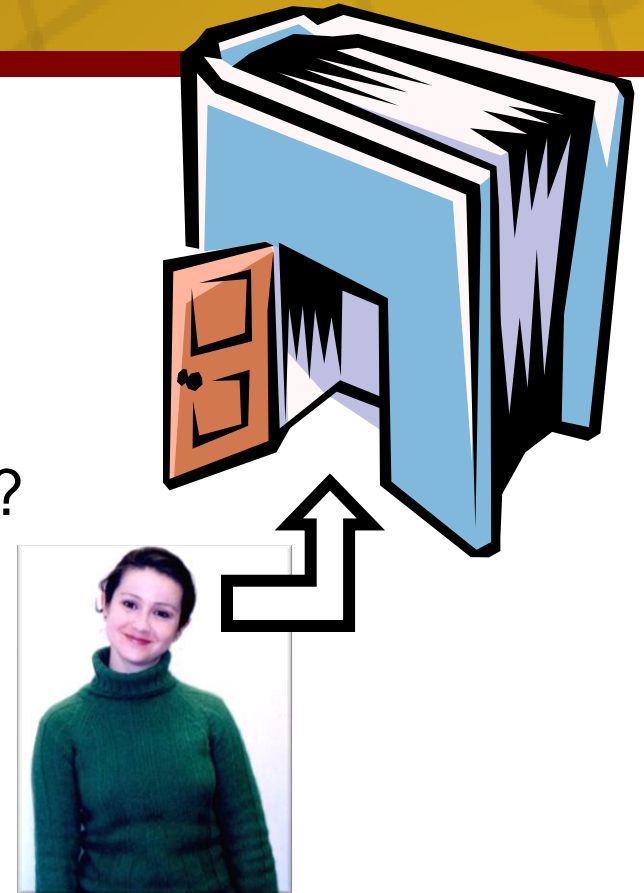
1. Greater benefits from your services
 - More fans? More followers?
2. Fewer barriers and obstacles
 - Schedule? Car? Children?
3. Lower “cost” (not only money)
 - Dinner? Ride?
4. Influencers
 - Husband? Co-workers? Boss?



Your next big question is:

Why at the library?

- FREE
- Friendly AND/OR bilingual staff?
- Classes in Spanish?
- Convenient schedule?
- Better or more computers?
- Close to home or work?
- Logistics?
- Incentives?

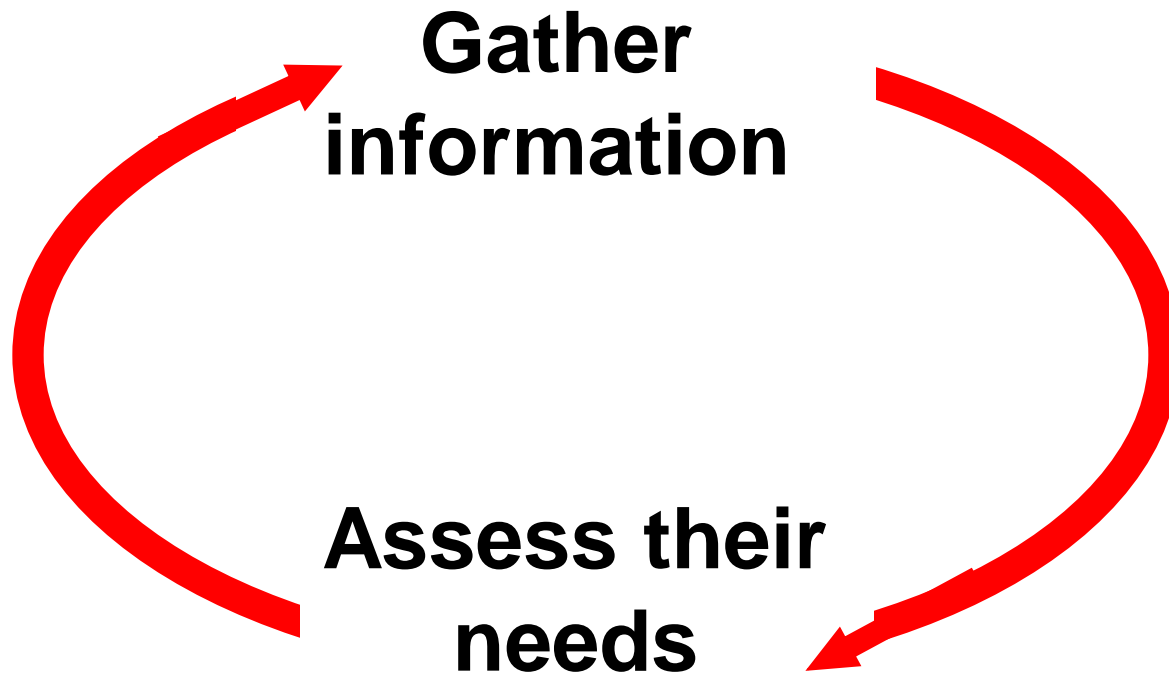




Latino Market Segments

Research Behaviors, Beliefs and Preferences

Who wants/needs your services?



Latinos and Public Library Perceptions

So where should you start?

Collect important information on the community you serve.

1. Use information sources
2. Use your external resources

(Follow your assignment instructions)

Assess your market segments

Prioritize according to:

1. Who needs it the most? (problems!)
2. Who is the most ready? (+ awareness!)
3. Who can bring you more “customers”? (word-of-mouth!)



Who needs it the most?

- Current urgent situation in your area?
- Coming up events
 - Elections?
 - Voter registration
 - Opportunities for citizenship
 - Holiday Season?
 - Family and friends
 - Tax Season?
 - Taxes online



Who is the most ready?

+ Awareness = – Money and –Effort

- Current library patrons
- Elementary and HS students
- Professionals /Business owners
- Latinos who have visited the library
- Latinos with positive influencers



Who can bring your more “customers”?

Word-of-mouth!

- Children
- Current Latino patrons
- Other current library patrons
- Latino newspapers and media
- Businesses, employers, priest, doctors, etc.



Recruiting your Latino Community

+ Awareness = + Latino patrons

Year-around effort = Keep them in the loop!

Credibility = Personal relationships

Follow-up activity

WORKSHEET 2.

Contact and interview a Latino Community Leader

- You will receive a Word document with instructions right after the webinar is over.
- Please e-mail your completed activity by Friday November 11.
- Please contact me if you have questions.

sbaumann@lcsworldwide.com

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REMINDER!

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Thanks!